

AUG 24 2006

## In the United States Patent and Trademark Office

Serial Number: 09/575,123  
Application Filed: May 23, 2000  
Applicant: Kia Silverbrook and Paul Lapstun  
Application Title: METHOD AND SYSTEM FOR DELIVERY OF A NEWSPAPER OR  
MAGAZINE  
Examiner/GAU: Laurie Anne RIES 2176  
Dated: August 24, 2006  
At: Balmain, NSW  
Docket No. NPA006US

OK TO  
ENTER  
HL 8/30/06

## REPLY

Commissioner for Patents  
Washington, District of Columbia 20231

Dear Sir:

The Applicant thanks the Examiner for the Final Office Action dated August 4, 2006.

## Claim Rejections – 35 USC § 103

Referring to the Examiner's *Response to Arguments* at page 9 of the Office Action, it appears that the Examiner has responded to only one of the arguments made in the Applicant's reply dated May 22, 2006.

The Examiner has not made any response to the Applicant's fundamental point that Dougherty fails to disclose coded tags with "each tag being indicative of a page identity and of its own location on the page". The Applicant maintains that there is nothing in Dougherty, and particularly nothing at column 5, lines 44-49 & 65-67 to which the Examiner refers, disclosing this feature of claim 1.

As previously noted, Dougherty merely states, at column 5, lines 46-49, that:

*The content encoded within the document ID hotspot 33 will, however, be special in that it provides an indication of the identity of the particular encoded physical medium 30.*

Dougherty teaches that the hotspots 33 indicate the identity of a page. However, Dougherty does not teach anywhere that each hotspot 33 should indicate its own location on the page, as required by claim 1 of the present application.